

Education

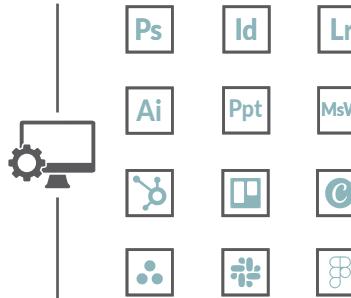
May 2018

Master of Science
College Student Personnel
Arkansas Tech University
Graduate Advising Certificate

May 2016

Bachelor of Arts
Graphic Design
Arkansas Tech University
Minor in Business

Software



- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma
- Canva
- Microsoft Office Suite
- Asana, Trello, Slack
- HubSpot
- Google Analytics
- SEMrush
- Meta Ads Manager

Professional Experience

Charlotte, NC

2021 TO PRESENT

Designs by Tulsi

Creative Director

- Started my own creative studio to help small businesses and entrepreneurs find their voice and visual identity. Every project is a partnership—from first sketch to final launch, I'm there to guide ideas into standout brands.
- I run every aspect—design, content, and social media—working closely with clients to grow their reach. Last year, several clients saw their online audiences increase by 25% after we reworked their branding together.
- Develop marketing collateral including brochures, print ads, and digital assets that maintain consistency across channels.
- I've built long-term relationships, keeping nearly every client coming back for more as their business grows and changes.
- I believe in honest collaboration and making the creative process easy, open, and fun for every client.

Charlotte, NC

2021 TO PRESENT

Quint

Creative Manager

- Led the creative team behind campaigns for 22+ global brands like Formula 1, NBA, and Kentucky Derby, working with writers, designers, and marketers to bring everything together under a shared vision.
- Launched campaigns that really connected, one campaign boosted client engagement and generated \$1M revenue simply by listening and responding to what audiences wanted.
- Designed scalable creative frameworks to manage 30+ projects daily, ensuring consistency in tone, identity, and storytelling across touch-points.
- Mentored and managed a team of 8 designers, collaborated with marketing to achieve a 500% ROI across 12+ sporting events including Kentucky Derby. Helped solve problems, and made sure everyone felt supported—my goal was always to lift up others and keep creativity flowing.
- Collaborated with writers, designers, and cross-functional teams to align creative direction with marketing and product strategy—strengthening brand consistency and visibility across touch-points.
- Directed creative strategies for brands, contributing to sales growth of \$100M+ and audience reach increases of 45%.

Hot Springs, AR

2018-2021

Flypaper

Agency Manager

- Led a cross-functional team of product specialists, campaign specialists, and sales representatives to align efforts and maximize overall campaign performance all while doubling revenue within 1 year.
- Oversaw \$5K+ campaign budgets with a focus on strategic goals, maintaining a 95% client retention rate year over year.
- Streamlined workflows and introduced training programs that boosted collaboration and campaign effectiveness across teams.
- Managed marketing output for digital channels, including social media, email marketing, SEO optimization, website design, and assisted with Google Ads editing in AdWords.
- Increased client roster by 50% through implemented performance-driven marketing strategies, leveraging A/B testing and emerging digital formats to optimize ROI and keep clients ahead of market trends.

Professional Experience

Hot Springs, AR

2018-2021

Flypaper

Team Lead

- Directed strategy development and execution for multi-platform campaigns, collaborating personally with clients to define clear goals and performance indicators.
- Conducted 25+ monthly client meetings to ensure satisfaction and provided insights for campaign growth and engagement.
- Produced content and collateral tailored to client goals, resulting in increased brand recognition and audience interaction.
- Managed SEO efforts and optimized Google Ads campaigns in AdWords to enhance client reach and performance by 15%.
- Mentored 4 team members and coordinated cross-department efforts to maintain cohesive campaign execution.

Campaign Specialist

- Served as a trusted advisor to clients across healthcare, education, and retail sectors, translating business objectives into marketing strategies that drove both storytelling and performance metrics.
- Managed a portfolio of 15 clients, analyzing campaign performance and recommending digital marketing optimizations.
- Developed 4+ new digital marketing strategies aligned with client business objectives, leading to measurable lead generation increases.
- Collaborated with AdOps and sales teams to ensure cohesive campaign execution and brand alignment.
- Monitored market trends and competitive activities to adapt strategies and maximize campaign effectiveness.

Russellville, AR

2017-2018

International and Multicultural Student Services

Graduate Assistant - ATU

- Helped 200+ international and multicultural students feel seen and supported, leading outreach and designing materials to make resources more accessible.
- Ran 12+ training workshops that helped student ambassadors build stronger community ties.
- Used feedback and new ideas to improve campus events and engagement year-over-year.
- Coordinated communications across print, web, and social, always aiming for clarity and welcoming tone.
- Enjoyed working with diverse teams and learned the power of listening closely to every voice in the room.

Russellville, AR

2014-2016

University Marketing and Communications

Graphic Design Intern - ATU

- Designed everything from event flyers to magazine layouts, learning the ropes of campus communications and creative production.
- Collaborated closely with multiple departments to design and promote a variety of events and meetings, helping to boost attendance and community engagement.
- Took on photography and digital editing, making sure every asset matched campus branding and felt inviting.
- Supported deadline-driven projects, keeping everything moving and organized.
- Appreciated every chance to work with talented mentors who encouraged creativity and collaboration.

Honors

Employee of the Month

Flypaper

Hot Springs, AR

ADDY's - American Advertising Awards

3 Gold & 2 Silver - Digital Art Awards

1 Bronze - Painting Art Award

International Women's Week Award

First Place Portrait

Arkansas Tech University

Service Excellence Award

100 hours earned

Arkansas Tech University

Thea Scholarship

First Place Art Project

Little Rock, AR

Skills

Technical Skills:

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Canva
Google Analytics, Hubspot
Trello, Asana, Teamwork, Basecamp
Microsoft Suite
SEO, SEM, Social Media

Hard Skills:

Branding, Creative Direction, Typography, Layout Design
Color Theory & Visual Composition
Digital & Print Production
Art Direction for B2B Campaigns

Soft Skills:

Collaboration, Mentoring, Time Management
Leadership, Mentoring
Attention to Detail, Client Communication
Visual Consistency, Organization